ABSTRACT OF THE DISCLOSURE

A computer-implemented method, system and computer program product for an irrevocable right to use (IRU) registration process in a network supporting one or more IRU service providers connected to the network, including performing one of the following sets of steps: (a) performing an end-user login process for a modem communicating on an upstream frequency corresponding to the network, storing an address of the modem and reporting the modem address to an IRU service provider which is to provide IRU service to the modem; and (b) redirecting a modem, communicating on an upstream frequency corresponding to an IRU service provider which is to provide IRU service to the modem, to an end-user login process for the network, storing an address of the modem and reporting the modem address to the IRU service provider.